Help Centre

How to use the paid partnership label to tag organic branded content on Instagram

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This feature is only available in the Instagram mobile app.

When you create organic branded content on Instagram, our branded content policies require that you use the paid partnership label to tag the brand that you are working with. You can disclose your partnership with brands in Feed, Stories, broadcast channels, Live, Reels and Instagram videos.

When you tag a brand in your post for the first time, a request is sent to the brand. You'll be notified once the brand partner has approved your request. When your request has been approved by the brand, you'll be able to start tagging the brand in your posts and their brand name will appear in the **Paid partnership with** label.

Note: Your branded content will have the paid partnership label without the brand partner's name if they haven't approved you yet.

If the brand denies your request, the paid partnership label will be removed from your content. If this happens, you may want to check that you have tagged the correct brand, and contact them to resolve any issues.

Before you begin

- Enable branded content on Instagram to use the paid partnership label.

- Follow our Branded Content Policies and eligibility requirements for Instagram branded content.

- Remain compliant with our Community Standards and Content Monetisation Policies.

- Your brand partner must have a professional account on Instagram.

- If you choose to run branded content that promotes or references categories of products or services that are restricted under our Branded Content Policies, make sure that you learn how to set audience restrictions for branded content on Instagram.

How to tag a brand partner in branded content on Instagram

Below are steps on how to tag a brand partner and use the paid partnership label for your Instagram organic branded content:

Tag a brand partner in a post

Tag a brand partner in a story

Tag a brand partner in a reel

Tag a brand partner in a Live

Tag a brand partner in a broadcast channel message

Help Centre

If you remove a brand partner from the paid partnership label on your content after they've been tagged, your brand partner will be notified and they will also stop seeing insights for that content.

Learn more

- About branded content on Instagram

- How to use the paid partnership label to tag organic branded content on Instagram

- View branded content insights

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